Bellevity Brand Guide

About Bellevity

Bellevity is a premium nail care brand offering expert nail treatments, custom nail art, and high-end manicures and pedicures. Our mission is to provide exceptional nail services using top-quality products, innovative techniques, and a personalized approach. We prioritize nail health, beauty, and customer satisfaction.

Our Vision & Mission

Vision:

To be the global leader in professional nail care, setting trends and delivering high-quality services that redefine beauty and wellness.

Mission:

- Provide exceptional nail care with a focus on health and innovation.
- Use high-quality, non-toxic, and vegan-friendly products.
- Offer personalized services to cater to every client's unique style.
- Stay ahead of trends by incorporating modern techniques and designs.

Bellevity Services

We offer a full range of A-to-Z nail services, including:

- Manicures & Pedicures (Luxury, Express, and Therapeutic)
- Nail Enhancements (Acrylic, Gel, Dip Powder, BIAB, Polygel)
- Custom Nail Art & Designs (Minimalist, 3D, Seasonal, Luxury)
- Bridal & Event Nail Services
- Men's Nail Grooming
- Kids & Teen Nail Care
- Medical Nail Treatments
- Mobile & At-Home Nail Services
- Seasonal & Holiday Specials
- Corporate & Group Nail Services

Brand Identity

Brand Colors

- Deep Blue (#003D73) - Represents trust, professionalism, and sophistication.
- Warm Beige/Gold (#E3B077) - Reflects luxury, elegance, and warmth.
- White (#FFFFFF) - Symbolizes cleanliness, purity, and simplicity.

Logo Usage

The Bellevity logo should always be used in its original form without distortion. It can be placed on white, beige, or blue backgrounds for optimal visibility.

Typography

Bellevity uses a combination of elegant serif fonts for headlines and modern sans-serif fonts for body text, ensuring a sophisticated yet accessible look.

SEO & Digital Presence

Website: bellevity.com

- Optimized for nail-related keywords and long-tail searches.
- Features an easy-to-navigate structure for user-friendly experiences.

Social Media:

Bellevity maintains an active presence on multiple platforms:

- Instagram - Nail trends, client showcases, reels, and stories.
- Facebook - Community engagement, promotions, and updates.
- Pinterest - Nail design inspiration and mood boards.
- Quora & Medium - Nail care tips and industry insights.
- YouTube & TikTok - Tutorials, transformations, and behind-the-scenes content.

Client Experience & Values

At Bellevity, we believe in:

- Luxury & Comfort - Creating a relaxing and welcoming environment.
- Hygiene & Safety - Ensuring sanitized tools and top-tier cleanliness.
- Innovation & Trends - Staying ahead with cutting-edge nail designs.
- Personalized Services - Tailoring each experience to the client's preferences.

Get in Touch

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Locations: United States, United Kingdom, and beyond.

Bellevity - Elevating Nail Beauty to the Next Level.